

## **Title :**

Gamification Market has emerged with Significant Growth Potential for Startup Companies

## **Description:**

Gamification is the technique of using game thinking, game logics and game mechanics in the non-game contexts, this technique is used to solve many problems related to user. Gamification is applied in number of domains and the study on this technique is going on. Learning, timeliness, data quality and user engagement are some of the domains where gamification is used.

**Browse the Gamification Market Report at:**

**<http://www.transparencymarketresearch.com/gamification-market.html>**

Gamification techniques are important in number of activities such as rewarding people, customer loyalty, employee engagement and for studying employee dynamics. Firstly used badges and points with other virtual goods were not having long lasting effects in user engagement, thus in gamification they use techniques such as effective use of graphics, rewarding system and other attention grabbing techniques.

Gamification as a branding and promotional activity is rapidly immersing itself in today's technically advanced world. By incorporating fun and elements of competition to a plain marketing strategy in the digital world, gamification techniques improve the saleability of a product or brand by making the sales strategy more appealing and engaging. Gamification techniques can easily develop an emotional connection with the audience, and thus lead to an improved customer loyalty for a brand in the long run. The techniques work, and the world of marketing and advertising is already exploiting the many obvious benefits of the gamification marketing model.

Analysts state that more than 70% of the world's 2000 largest companies will employ gamification techniques through at least one gamified application by the end of this year. The overall gamification market will value more than US\$5 billion by the end of 2018 and the market is expected to grow at enormous pace in the next four to five years, at an estimated CAGR of more than 60%.

**For the Brochure of Gamification Market:**

**[http://www.transparencymarketresearch.com/sample/sample.php?flag=B&rep\\_id=2038](http://www.transparencymarketresearch.com/sample/sample.php?flag=B&rep_id=2038)**

**Some of gamification market's key businesses include:**

Alive Mobile  
BigDoor  
Gamifier  
CloudCaptive  
Bunchball  
Gamify  
iActionable  
Badgeville  
Gamification Co. half Seroious

**About Us**

Transparency Market Research (TMR) is a global market intelligence company, providing global business information reports and services. Our exclusive blend of quantitative forecasting and trends analysis provides forward-looking insight for thousands of decision makers. TMR's experienced team of Analysts, Researchers, and Consultants, use proprietary data sources and various tools and techniques to gather and analyze information.

Our data repository is continuously updated and revised by a team of research experts, so that it always reflects the latest trends and information. With a broad research and analysis capability, Transparency Market Research employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports.

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